VZCZCXRO4349 PP RUEHFK DE RUEHKO #3091/01 3110819 ZNR UUUUU ZZH P 060819Z NOV 08 FM AMEMBASSY TOKYO TO RUEHC/SECSTATE WASHDC PRIORITY 8604 RUEKJCS/SECDEF WASHDC PRIORITY RUCPDOC/USDOC WASHDC PRIORITY RUEATRS/DEPT OF TREASURY WASHINGTON DC PRIORITY RUYNAAC/COMNAVFORJAPAN YOKOSUKA JA PRIORITY RHHMUNA/HQ USPACOM HONOLULU HI PRIORITY RHHMHBA/COMPACFLT PEARL HARBOR HI//N541// PRIORITY RHMFIUU/HQ PACAF HICKAM AFB HI//CC/PA// PRIORITY RUHBANB/OKINAWA FLD OFC US FORCES JAPAN CP BUTLER JA PRIORITY RHMFIUU/USFJ PRIORITY INFO RUEHFK/AMCONSUL FUKUOKA 0815 RUEHOK/AMCONSUL OSAKA KOBE 4600 RUEHBJ/AMEMBASSY BEIJING 6248 RUEHMO/AMEMBASSY MOSCOW 2593 RUEHUL/AMEMBASSY SEOUL 2235 RUCNDT/USMISSION USUN NEW YORK 2439 RHEHAAA/NSC WASHDC

UNCLAS SECTION 01 OF 02 TOKYO 003091

SIPDIS

STATE FOR I/RF, PA/PR/FPC/W, IIP/G/EA, EAP/PD, R/MR, EAP/J, EAP/P, PM; USTR FOR PUBLIC AFFAIRS OFFICE; TREASURY FOR OASIA/IMI; SECDEF FOR OASD/PA; CP BUTLER OKINAWA FOR AREA FIELD OFFICE; PACOM HONOLULU FOR PUBLIC DIPLOMACY ADVISOR

E.O. 12958: N/A

TAGS: OIIP KMDR KPAO JA

SUBJECT: TOKYO MEDIA REACTION - U.S. PRESIDENTIAL ELECTION

- 11. LEAD STORIES: All Thursday morning papers gave top play to the victory speech made by President-elect Obama on Tuesday evening.
- 12. "Strong Hope for Change in America" The liberal Asahi editorialized (11/6): "It looks like the American people's strong desire to change their nation emerged in the election results... The American people decided to entrust their nation to a 47-year-old African-American president at a time when the country is facing such difficulties as the wars in Iraq and Afghanistan and the financial crisis. Their historic choice appears to illustrate the American people's call for two changes: the reconstruction of their society, which was divided under the Bush administration, and an end to unilateral domination on the part of the U.S. Not only the U.S. itself but also its relations with the international community will change and enter a new era."
- 13. "We Hope for Change in America" The liberal Mainichi's editorial stated (11/6): "Who could imagine a year ago that the day (when an African-American is elected president) would come? We are witnessing American history, with an outstanding leader appearing at a turning point. We hope the American people's selection of Senator Obama in 2008 will be remembered in world history as a wise decision... We also hope that Obama will rebuild the U.S., which foundered under the eight years of the Bush administration, and demonstrate his cooperation and leadership to the world."
- $\underline{\ }^4$. "Can U.S. Restore Its Credibility?" The moderate Yomiuri's editorial stated (11/06): "...The U.S. is experiencing an unprecedented financial crisis. Its status as a military superpower has been questioned

since the war in Iraq. The reconstruction of America was a major topic in the election.... Many voters seem to have decided to entrust their future to President-elect Obama."

- 15. "Obama Faced with Historic Economic Crisis" The business-oriented Nikkei editorialized (11/06): "...The biggest challenge for the Obama administration will be to break free from the current financial crisis and help the economy recover. The new administration will be tested as to whether it will be able to take effective measures to overcome the economic slowdown."
- 16. "U.S. Should Restore Confidence and Leadership" The conservative Sankei stated in an editorial (11/6):
 "...Obama needs to swiftly restore America's leadership and the confidence of the international community in order to spread such values as freedom and democracy by listening to the opinions of the international community and U.S. allies in Europe and Asia. The international community needs to actively support U.S. efforts to restore a 'strong America' through change."
- 7. "Historic Choice by America" The liberal Tokyo Shimbun contended in an editorial (11/06): "The American people selected Senator Obama as the first African-American president after much hesitation. We expect their historic choice, which indicates the birth of a new leader in a new century, will be rewarding."

TOKYO 00003091 002 OF 002

SCHIEFFER